Claims:

1. A system for sending out-of-band (OOB) service information from a service provider, the system comprising:

a point of deployment module which includes,

a processor for processing the OOB service information from a service provider, constructing OOB transport stream (TS) packets using the OOB service information and sending the OOB TS packets to a set-top box using a transport stream channel; and

wherein the set-top box includes a processor for processing the OOB TS packets.

2. The system of claim 1, wherein the point of deployment module further includes a buffer for storing the OOB TS packets.

3. The System of claim 2, wherein the point of deployment module sends the OOB TS packets between two consecutive transport stream packets of an original in-bound transport stream.

4. A method of sending out-of-band (OOB) service information from a service provider between a data module a host device, the method comprising the steps of:

(a) receiving the out-of-band service information at the data module;

(b) constructing OOB transport stream (TS) packets

using the OOB service information;

(c) inserting the OOB TS packets into a gap between two consecutive TS packets of the original TS packets; and

(d) receiving the OOB TS packets at the host device.

5. The method of claim 4, wherein the data module is a point of deployment module.

6. The method of claim 4, wherein the host is a set-top box.

7. A data module for use with a host device, the data module comprising:

a processor for processing out-of-band (OOB) service information, constructing OOB transport stream (TS) packets using the OOB service information and sending the OOB TS packets to a host device using a transport stream channel.

8. The data module of claim 7, further including a buffer for storing the OOB TS packets.

9. The data module of claim 8, wherein the data module sends the OOB TS packets between two consecutive transport stream packets of an original in-bound transport stream.

10. The data module of claim 7, wherein the data module is selected from the group consisting of a point of deployment module, wireless data interface appliance, smartcard, personal computer or internet interface appliance.

11. The data module of claim 7, wherein the host device is a set-top box.

12. A host device for use with a data module, the host comprising:

a processor for processing out-of-band (OOB) service information, wherein the OOB service information is received from OOB transport stream (TS) packets sent by the data module.

13. The host device of claim 12, wherein the host is a set-top box.

14. The host device of claim 13, wherein the processor is further adapted for receiving the OOB TS packets between two consecutive transport stream packets of an original in-bound transport stream.